

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A display device including a pixel electrode to which a video signal is supplied and a counter electrode to which a counter signal<sub>1</sub> which becomes ~~the~~ a reference with respect to the video signal<sub>1</sub> is supplied in each pixel, wherein

a positive-side gray scale voltage and a negative-side gray scale voltage are formed with respect to the reference signal applied to the counter electrode such that

(a) the ~~an~~ average value of the positive-side gray scale voltage and the negative-side gray scale voltage is increased when ~~a~~ the signal amplitude of the video signal falls in a range from a minimum value to a first value,

(b) the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is decreased when the signal amplitude of the video signal falls in a range from the first value to a second value, and

(c) the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is increased when the signal amplitude of the video signal falls in a range from the second value to a maximum value.

2. (currently amended) A display device according to claim 1, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage<sub>1</sub> with respect to the signal amplitude of the video signal<sub>1</sub> assumes an upper extreme ~~point~~ value at a point where the average value changes from increasing values ~~the increase to the decrease~~ decreasing values and a lower

extreme ~~point value~~ at a point where the average value changes from ~~the decrease~~ decreasing values to ~~the increase~~ increasing values in the range from the minimum value to the maximum value of the signal amplitude of the video signal.

3. (currently amended) A display device according to claim 2, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage, with respect to the signal amplitude of the video signal, ~~which reaches~~ in the range of values between the lower extreme ~~point from~~ value and the upper extreme ~~point value~~, is changed monotonously.

4. (currently amended) A display device according to claim 2, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is changed monotonously from the value thereof at the minimum value ~~to the upper extreme point~~ of the signal amplitude of the video signal to said upper extreme value and from the said lower extreme point value thereof to the value thereof at the maximum value of the signal amplitude of the video signal.

5. (currently amended) A display device according to claim 4, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the minimum signal amplitude of the video signal is smaller than the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the said lower extreme point value.

6. (currently amended) A display device according to claim 4, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the maximum signal amplitude of the video signal is larger than the average value of the positive-side

gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the said upper extreme ~~point~~ value.

7. (currently amended) A display device including a pixel electrode to which a video signal is supplied and a counter electrode to which a reference signal<sub>1</sub> which becomes the a reference with respect to the video signal<sub>1</sub> is supplied in each pixel, wherein

a positive-side gray scale voltage and a negative-side gray scale voltage are formed with respect to the reference signal applied to the counter electrode such that

(a) an average value of the positive-side gray scale voltage and the negative-side gray scale voltage is increased when a the display gray scale of the video signal falls in a range from a minimum value to a first value,

(b) the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is decreased when the signal amplitude of the video signal falls in a range from the first value to a second value, and

(c) the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is increased when the display gray scale of the video signal falls in a range from the second value to a maximum value.

8. (currently amended) A display device according to claim 7, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage<sub>1</sub> with respect to the signal amplitude of the video signal<sub>1</sub> assumes an upper extreme ~~point~~ value at a point where the average value changes from the ~~increase~~ increasing values to the ~~decrease~~ decreasing values and a lower extreme ~~point~~ value at a point where the average value changes from the ~~decrease~~ decreasing values to the ~~increase~~ increasing values in the range from the minimum value to the maximum value of the display gray scale of the video signal.

9. (currently amended) A display device according to claim 8, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage, with respect to the signal amplitude of the video signal, ~~which reaches in the range of values between~~ the lower extreme point ~~from~~ value and the upper extreme point value, is changed monotonously.

10. (currently amended) A display device according to claim 9, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the minimum display gray scale of the video signal is smaller than the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the said lower extreme point value.

11. (currently amended) A display device according to claim 9, wherein the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the maximum display gray scale of the video signal is larger than the average value of the positive-side gray scale voltage and the negative-side gray scale voltage ~~of the signal amplitude of the video signal~~ at the said upper extreme point value.

12. (previously presented) A display device according to claim 11, wherein the display device is driven in a normally white mode in which the minimum value of the display gray scale assumes a white display and the maximum value of the display gray scale assumes a black display.

13. (previously presented) A display device according to claim 11, wherein the display device is driven in a normally black mode in which the minimum value of the display gray scale assumes a black display and the maximum value of the display gray scale assumes a white display.

14. (previously presented) A display device according to claim 1, wherein a circuit which forms the respective gray scale voltages includes gray scale division resistances and the resistances are constituted of seven or more resistances.

15. (currently amended) A display device according to claim 14, wherein a resultant resistance of the gray scale resistances between positive-polarity voltage outputs is set larger than a resultant resistance of the gray scale resistances between negative-polarity voltage outputs.

16. (previously presented) A display device according to claim 7, wherein a circuit which forms the respective gray scale voltages includes gray scale division resistances and the resistances are constituted of seven or more resistances.

17. (currently amended) A display device according to claim 16, wherein a resultant resistance of the gray scale voltages between positive-polarity outputs is set larger than a resultant resistance of the gray scale voltages between negative-polarity outputs.

18. (currently amended) A driving-method of driving a display device which includes a pixel electrode to which a video signal is supplied and a counter electrode to which a reference signal<sub>1</sub> which becomes the a reference with respect to the video signal<sub>1</sub> is supplied in each pixel, wherein

a positive-side gray scale voltage and a negative-side gray scale voltage are formed with respect to the reference signal applied to the counter electrode such that

(a) an average value of the positive-side gray scale voltage and the negative-side gray scale voltage is increased when a signal amplitude of the video signal falls in a range from a minimum value to a first value,

(b) the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is decreased when the signal amplitude of the video signal falls in a range from the first value to a second value, and

(c) the average value of the positive-side gray scale voltage and the negative-side gray scale voltage is increased when the signal amplitude of the video signal falls in a range from the second value to a maximum value.